



Anchorage

First Quarter FY2000 Report (October-December 1999)

Manager's Notes

I was reading in a book recently about a simple way to organize any human endeavor; it requires the belief that the world is inherently orderly and that it does not need humans to organize it. The book ("A Simpler Way" by Wheatley and Kellner-Rogers) advances the optimistic perspective that people, and the organizations they form, seek meaning as part of their nature. It recommends that organizations accomplish more when they rely on the passions evoked when people connect to each other, purpose to purpose, and it concludes by asking us to be less serious, yet more passionate and purposeful, about our jobs and our lives.

That must be why the APLICs are so popular. Our vision to help provide meaningful, safe and enjoyable experiences for all people visiting or using our public lands and resources certainly speaks to that purpose. To succeed, as individuals and as an organization, we rely on the passion we feel about the value inherent in those places to share them. We know the details of the resources; we know the concerns of the people we're serving; but most of all, we appreciate, ourselves, what is so great about our resources and communicate that to the visitors.

The APLICs by necessity deal with a large abundance and variety of information, yet, information is only the tool we use. Also, we present information in a comprehensive forum that's convenient to use. But what makes the APLICs so innovative and successful is the customer-oriented way that our staff help people to understand and connect in meaningful ways with the public resources; we make their connection our top priority. As we report on our operations this quarter, the activities will illustrate our continuing commitment towards that vision.

John



Visitor Services

Visitation and use in the Anchorage center are about the same this year as for previous years for this quarter. We average 150 visitors in the center each day. Our most significant change this year, however, is a very dramatic 900% increase in the number of mail requests for information (6257 requests this year compared to 789 in the first quarter of FY99).

This is attributed to the demand we're continuing to receive from the internet for Bear Safety stickers and related information. Our website generates 30-40 inquiries every day, including weekends, which highlights our need to produce downloadable information that web users can access themselves. Efforts are being focused on expanding and upgrading the content of the APLIC web-site.



After 4 seasons of excellent service, Arn Salao is leaving the AAPLIC to pursue a career in law enforcement. Arn began working here in the Spring of 1996 while still in high school and has worked part-time seasonally since then, while attending college at UAA. From January 'til March, he'll be attending the law enforcement academy in Santa Rosa, CA to earn a commission as an enforcement ranger. We will miss Arn's articulate and creative presence on staff and we wish him the best in all his future career endeavors.

Education

Education programs continue to be our most requested services during the school year. The day after our schedule goes out to the school district, the phone starts ringing off the hook, and our schedules fill to capacity. We started our recruitment efforts earlier this Fall in order to have a larger pool of student applicants from which to select our part-time education staff. This proved to be effective, though one of them was hired full-time by the school district shortly after starting here. Consequently, off-site programs weren't fully operational until late this season, while on-site activities have increased.

The one program which continues to be most requested by teachers is our public lands puppet show – targeted to the K-3 grades. This year's puppeteers, Megan Doherty and Elaine Sutton, are particularly effective in capturing their young audiences and getting our message across. On-site scavenger hunts are also very busy, as are the kit and film loans and teacher's resource library. Education Specialist Joanne Welch has also produced an original teachers guide for the 1st and 2nd grades called Our Wild Neighbors. It's being distributed directly to all Alaska 1st and 2nd grade teachers, and will be available from the center upon request. Look for an associated interactive web-site about wildlife to be on-line this Spring to be used in conjunction with the workbook. Early reviews are very positive from a wide variety of publishers and educators.



APPLIC Stats - FY00

	Oct. '99	Nov. '99	Dec. '99	FY00 YTD:	FY99 YTD:
Total days open	20	20	21	61	62
Total visitors	3524	2491	3087	9102	9161
Daily average	176	125	147	149	148
Independent	3113	2159	2696	7968	8372
School/Educational					
Number of groups	16	12	12	40	24
Number of students	390	332	391	1113	775
Tours					
Number of groups	1	0	0	1	1
Number of participants	21	0	0	21	14
Total phone requests	508	392	317	1217	1218
Daily average	25	20	15	20	20
Recorded Message Calls	0	0	0	0	0
Total mail requests	1931	2372	1954	6257	789
Daily average	97	119	93	103	13
Film program					
Total showings	1	11	8	20	106
Total viewers	2	61	30	93	436
Average attendance	2	6	4	5	4
Total loan requests	3	2	2	7	22
Meeting space					
Auditorium: Total groups	1	0	0	1	0
Total days	1	0	0	1	0
Total participants	140	0	0	140	0
On-site interpretive programs					
Number of activities	0	0	0	0	0
Total participants	0	0	0	0	0
Off-site resource education					
Number of programs	1	0	1	2	17
Total participants	163	0	6	169	1112
Kit Loans	10	13	7	30	49
Total participants	330	430	245	1005	1490
Off-site Interpretation					
Number of Activities	1	1	0	2	0
Total participants	33	36	0	69	0
Special Events					
Number of activities	1	1	1	3	1
Total participants	127	73	35	235	106
ASP Camping/Day Use Permits	0/0	0/0	0/7	0/19	00/10
National Park Service Fees	20	20	10	50	70
ANHA total sales	\$3,439.56	\$2,520.00	\$2,597.95	\$8,557.51	\$11,694.00

Sales

ANHA sales are down for the year, continuing the trend of the past couple years. With visitation remaining steady, it seems that people are just not buying as much as in the past. This quarter's sales are off 30% from FY99. Perhaps e-commerce is a contributing factor. Brian Reagan, our ANHA branch manager is working with the lead staff to re-arrange and make improvements to the sales area this winter, both to gain efficiencies and to upgrade customer service. Changes will be completed by May 1st.



Miscellaneous:

GIS update: The pilot phase of our interactive GIS kiosk, which was developed last year with funding from the NPS GIS program, is nearing completion. To date, data and information have been input for most of AK's national parks and photo tours have been developed for a couple of them. Now that the software has been set up and proven on the hardware, what remains is the task of compiling and adding data and photo tours of the other forests, refuges, state parks, and conservation units throughout the state. Stop in and see what is becoming one of our most useful tools for trip-planning. Additional funding for expanding and maintaining this new technology is being sought.

Public Lands Information Centers



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